

How does one determine how to minimize risk of losing customers when trying to

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**By Brian Holte**

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**Holte**

First of all, how much do you think your product is worth? Take a look at your competitors websites and take note on what their charging for the same product. If they are charging a lower price than you you have to ask yourself two questions. Will it be profitable for you to undercut your competitors? Or should you take the chance and have the same product at your site cost more? If you choose the latter you had better make sure to really emphasize the benefits your potential customers will reap from buying the same product from you instead of purchasing from the guy down the street, what kind of guarantee does your competitor offer their visitors? Do they offer a 30 day money back guarantee? Too get the edge you might consider offering a 60 day no questions asked money back guarantee followed by personal followups from you to your customer making sure their extremely happy with their purchase and service they received from you. If you sell multiple items on your site you should make sure your site is equipped with a shopping cart to encourage multiple purchases at once, try to keep the purchasing system as simple and uncomplicated as possible too reduce as much as possible shopping cart abandonment from happening to frequently on your site. It also helps to have your physical mailing address as well as a telephone number on your site to build credibility with your sites visitors. Try pricing experimentation, raise your prices, keep track of visitor to sales conversion rates. If you notice sales slipping away you can always drop your price. Offer more to your visitors than your competitors and you may find people are willing to pay more for excellent product and more importantly customer followups.

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**The Secret To Achieving 100% Feedback On Ebay**

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## **By Jules Boven**

Have you ever noticed how rare it is for high volume ebay sellers to have 100% feedback. It's not like they deliberately scam 1 or 2 % of there 2000 plus customers. They've streamlined the auction process, reduced the risk of faulty products and goods arriving damaged etc.

So why are they still left with angry customers. The truth is some people are just jerks. They will bid on an item and then when you expect them to pay for it they will abuse you.

Sometimes they will be angry if the product doesn't arrive, even though you did everything you could and it was completely out of your control.

Dealing with these people is an everyday occurrence for ebay powersellers. But there are ways to minimize their effect on your feedback.

In the initial email say something like "sometimes products will get lost in the post. If it hasn't turned up within 10 days email me and I will replace it". This will warm the customer up to the idea that well, s\*\*\* happens and there's no point getting abusive.

If the customer backs out of the sale, leave positive feedback. They will appreciate this and give you great feedback, and will be more open toward buying from you in the future.

If the customer doesn't respond to your emails, don't leave negative feedback, leave none. You've already lost the sale so nothing can be gained by you getting abusive.

It's a very rare seller who is able to bite their tongue, but the rewards far out way the small satisfaction of giving them a piece of your mind. Potential buyers can be convinced not to buy from you as a result of the small minority of past unsatisfied customers. Remember the customer isn't always right but you must act as if they are.

Jules Boven is a professional auction seller and CEO of

, an online

resource connecting retailers to wholesalers.

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